

Date: 5-Nov-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**  
Candidate: Rothfus  
Week of: 10/29 - 11/4  
Contract Number: 321742 - HL 6183753

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
39	6-7A M-F	:30	\$575	5	4	\$550	\$100
117	430-6A W-F	:30	\$175	5	1	\$125	\$50

**TOTAL REBATE (Gross) \$150**  
**(Net) \$127.50**



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency Strategic Media

Write-up Date 11/5/12

Client Poll/Rohlfus

Requested By D. Tavoletti

Campaign/Title Congress

Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_

Sales Person Error \_\_\_\_\_

Billing Error \_\_\_\_\_

Traffic Error \_\_\_\_\_

Separation/Scheduling Problem \_\_\_\_\_

Late Run \_\_\_\_\_

Other ☒

**Reference:**

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 321742

Explanation of Adjustments by Requestor: LUC

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ 150.00

Debited: \$ \_\_\_\_\_

NET Amount to be Credited: \$ 127.50

Debited: \$ \_\_\_\_\_

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 11/5

3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSi \_\_\_\_\_



**WPXI**  
4145 Evergreen Road  
Pittsburgh, PA 15214

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43205

## Contract # 321742

**Schedule Dates** 10/03/12-11/06/12  
**Advertiser** Pol/K Rothfus/R/Congress (13160)  
**Agency/T-Code** Strategic Media Placement (3469)/157739025  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/K ROTHFUS/R/CON/PA (130629)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** EVERSOLE, WHITNEY  
**Phone/Fax** /  
**CPE** 2409  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** KEITH ROTHFUS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 07/12/12  
**Last Modified** 11/05/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06183753  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$18,757.50  
**Net Total** \$106,292.50  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  

Month	Spots	Rate
Oct. 2012	86	\$69,400.00
Nov. 2012	49	\$55,650.00
<b>Grand Total:</b>	<b>135</b>	<b>\$125,050.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
117.0	M/G For 45.0.1 / Spot	10/31/12-11/02/12	5	:30	4:28A- Channel 11 News 430A	1			X	X	X			1	\$175.00	175.00	Pittsburgh (WPXI)	430-5a/31	10/30/12
118.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	4:58A- Channel 11 News 5am	1			X	X	X			1	\$300.00	300.00	Pittsburgh (WPXI)	5a	10/30/12
119.1	M/G For 63.0.1 / Spot	11/01/12-11/01/12	3	:30	11:59A- Channel 11 News At Noon	1				X				1	\$375.00	375.00	Pittsburgh (WPXI)	Noon News/39	11/1/12
120.0	M/G For 45.0.2, 46.0.1, 73.0.1, 79.0.1, 79.0.2, 88.0.1 / Sports-Football	11/03/12-11/03/12	5	:30	3:30P- Notre Dame Football							1		1	\$5,000.00	5,000.00	Pittsburgh (WPXI)	ND/31	10/31/12
121.0	M/G For 80.0.1 / Spot	11/02/12-11/02/12	3	:30	11:59A- Channel 11 News At Noon						1			1	\$500.00	500.00	Pittsburgh (WPXI)	NOON/48	10/31/12
122.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	11:59A- Channel 11 News At Noon	1								1	\$500.00	500.00	Pittsburgh (WPXI)	noon	10/31/12
123.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	5:30A- 6A (EST)						1			1	\$250.00	250.00	Pittsburgh (WPXI)	NEWS 530-6A	11/2/12
124.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)						1			1	\$675.00	675.00	Pittsburgh (WPXI)	NEWS 6-8A	11/2/12
125.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	8A- 10:30A (EST)						1			1	\$750.00	750.00	Pittsburgh (WPXI)	NEWS 8-1030A	11/2/12
126.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	1:03A- Jerome Bettis 1-130A							1		1	\$750.00	750.00	Pittsburgh (WPXI)	BETTIS 1-130A	11/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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35.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	5:59A- Channel 11 News 6am	2			X	X	X			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 6-7A/27	8/17/12
36.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	5:59A- Channel 11 News 6am	2	X	X	X	X	X			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/29/12
37.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	5:59A- Channel 11 News 6am	3	X	X	X	X	X			3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/29/12
38.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5:59A- Channel 11 News 6am	4	X	X	X	X	X			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/30/12
39.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	5:59A- Channel 11 News 6am	4	X	X	X	X	X			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/29/12
40.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:59A- Channel 11 News 6am	1								1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 6-7A/29	11/2/12
41.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	7A- 8A (EST)	2			X	X	X			1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY 7-8A/30	8/29/12
42.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	7A- 8A (EST)	3	X	X	X	X	X			3	\$475.00	\$1,425.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12
43.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	7A- 8A (EST)	3	X	X	X	X	X			3	\$475.00	\$1,425.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12
44.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	7A- 8A (EST)	4	X	X	X	X	X			2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12
45.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	7A- 8A (EST)	4	X	X	X	X	X			2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12

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Date:

Accepted Station:

Date:

Comments:

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